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**ARBOR HOSPICE ANNOUNCES NEW MARKETING AND PUBLIC RELATIONS PARTNERSHIP WITH LOCAL AGENCIES**

**ANN ARBOR, Mich., (Sept. 24, 2008)** – Arbor Hospice has announced strategic public relations and marketing partnerships with Franco Public Relations Group (Franco) and Ulrich Pinciotti Design Group (UPDG).

Franco and UPDG will work together to develop an integrated media relations and marketing plan as Arbor Hospice approaches its 25<sup>th</sup> anniversary in 2009.

“We are excited to partner with Franco and UPDG,” said Gloria Brooks, President and CEO of Arbor Hospice. “Their proven knowledge regarding brand awareness and media relations will help us to educate the community about the benefits of hospice care and as a result increase their access to this underutilized benefit.”

**About Arbor Hospice and The Arbor Hospice Foundation**

For nearly 25 years Arbor Hospice has been committed to providing quality, compassionate care for those experiencing the end-of-life journey. Arbor Hospice, a nonprofit 501(c)3 organization, is integrated into the community with the help of its experienced staff and caring volunteers through its certified hospice services, residential hospice facility, grief support services and community education programs. Arbor Hospice serves Ann Arbor and communities in the greater Washtenaw region, Western Wayne County and Downriver with branches in Ann Arbor, Northville and Trenton. The Arbor Hospice Foundation provides philanthropic support for programs and services provided to more than 6,000 individuals including patients, their families and community members served by Arbor Hospice. For more information, visit [www.arborhospice.org](http://www.arborhospice.org) or call 1-888-992-2273.

**About Franco Public Relations Group**

Franco Public Relations Group is a full-service public relations firm headquartered in Detroit’s Renaissance Center. Established in 1964, Franco offers a complete range of communications services with programs that incorporate media relations, employee/member relations, community relations, public-affairs consulting, executive communications training, event planning and management and corporate-identity development. Clients include organizations engaged in manufacturing, technology, associations, retail, professional services,

entertainment, health care and financial services, as well as the nonprofit/human services arena. For more information, visit [www.franco.com](http://www.franco.com).

**About Ulrich Pinciotti Design Group**

UPDG offers creative, high quality and cost-effective marketing and communication design solutions for a wide variety of clients. The firm focuses primarily on corporate identity development, brochure and collateral piece design, development and implementation of marketing strategies, web design and other advertising services. For more information, log on to [www.updesigngroup.com](http://www.updesigngroup.com).

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